



M. J. GOODMAN
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January 16, 1998

RJR Account # 839530
CONTINENTAL TOBACCO
2146 ATCO AVE.
ATCO, NJ 08004

February Doral Buy 2 Packs Get 1 Free #800017

To: CONTINENTAL TOBACCO

Doral product and shippers have been packed and are available for you at your wholesale supplier **M. BERNSTEIN & SONS**. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the nubers of displays indicated to your accounts on this listing.

Quantity of Shippers:	60
These shippers will service:	11 Retail Stores
Ship Date to retail	Week of February 16, 1998
Retail Sales Offer per SKU	21 Offers
Brand Assortment:	Doral Lights, Doral Menthol Lt 100 Doral FF 100, Doral LT 100
Billing per SKU	Your Wholesaler will bill you 4.9 cartons or 5 cartons if the extra live pack is included.

Promotion Description: Each display will have 7 cartons of 4 different brand styles. Each display will contain 21 B2G1F Offers and either 7 or 8 'Live' packs.

Ship the number of displays to each account as noted on the enclosed retail account listing.

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Doral B2G1F

Account: CONTINENTAL TOBACCO / 839530

Attached is a list of retail accounts authorized to receive the packed displays.

Important Note: If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120.

We will arrange to have our sales representatives re-sell the product for you .

For additional information or questions please contact your RJR Representative: Robert Fricke

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Robert Fricke

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DATAGRAM

Continental Tobacco							
Doral B2G1F							
SR	ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	
133401	789197	CANELS LIQUOR #102	2161A CIG CENTRAL	HAMILTON	NJ	8819	5
133403	084924	BUTTS N BETS I	54 PARK BLVD	CLEMENTON	NJ	8021	5
133403	563052	BUTTS N BETS III	598 CHEWS LANDING RD	LINDENWOLD	NJ	8021	5
133403	659283	BUTTS & BETS #8	500 N BLACK HORSE PIKE	RUNNEMEDE	NJ	8078	5
133403	711470	BUTTS AND BETS #9	1212 COOPER RD	DEPTFORD	NJ	8096	5
133403	724603	BUTTS AND BETTS	507 BLACK HORSE PIKE # D	TURNERSVILLE	NJ	8012	5
133403	741438	BUTTS AND BETS	519 WARWICK RD	SOMERDALE	NJ	8083	5
133403	747172	BUTTS & BETS #14	3321 BLACK HORSE PIKE	SICKLERVILLE	NJ	8081	5
133403	789205	CANAL'S LIQUOR #101	DBA CIG CENTRAL	LINDENWOLD	NJ	8021	5
133403	892444	BUTTS N BETS II	604 W KINGS HWY	MOUNT EPHRAIM	NJ	8058	5
133407	358452	BUTTS N BETS IV	213 S BURNT MILL RD	VOORHEES	NJ	8043	5
133407	507444	BUTTS & BETS VI	2146 ATCO AVE	ATCO	NJ	8004	5
							60